



Glenwood Springs Tourism Promotion Board

Vision: Be the preferred regional tourism destination.

Mission: To promote regional activities, attractions and events to increase tourism spending in Glenwood Springs.

AGENDA

Thursday, February 11, 2016

2:00 PM – 4:00 PM

Location: City Hall, Council Chambers, Glenwood Springs

2:01 PM ~ Call Meeting to Order: Trent Blizzard, Chair

Approval of Tourism Promotion Minutes – January 21, 2016

2:03 PM ~ Hanging Lake Presentation: Kay Hopkins, Outdoor Recreation Planner,
USFS – White River National Forest

2:30 PM ~ Marketing Updates: Lisa Langer, VP of Tourism Marketing and Cristin
Barta, Tourism Marketing Project Manager

2:42 PM ~ GAB Project Opportunities to Enhance Visitor Experience: Board
Discussion

- **Shuttle Service (hotels and attractions loop)**
- **Ambassadors Program**
- **Cohesive Map (including parking, bus stops, ped paths, distances)**
- **Customer Service Training**
- **Literature with GAB info for local businesses to share**

3:30 PM ~ Community Space above Library: Linda English, CMC VP of Fiscal
Affairs

3:55 PM ~ Special Thanks and Presentation: Trent

4:00 PM ~ Adjournment

Next Tourism Promotion Board Meeting/Retreat: March 10, 2016

11:30 AM – 4 PM, Courtyard by Marriott, 125 Wulfsohn Rd., Glenwood Springs